## FORM D

# **UNITED STATES** SECURITIES AND EXCHANGE COMMUNICOMMAII Process OMB Number: 3235-0076 Washington, D.C. 20549 Section Expires: August 31,2008

# FORM D

AUG 12 2008

Estimated average burden hours per response.....16.00

# NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION DO **SECTION 4(6), AND/OR** UNIFORM LIMITED OFFERING EXEMPTION

SEC USE ONLY						
Prefix	Serial					
DATE RECEIVED						
	1					

Name of Offering ( check if this is an amendment and name has changed, and indicate	ate change.)
Separate Account IV of Pacific Life Insurance Company	
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Z Rule 506	Section 4(6) ULOE
Type of Filing:	11000/1210110101101101101101101101101101101101
A. BASIC IDENTIFICATION	V DATA
Enter the information requested about the issuer	
Name of Issuer ( check if this is an amendment and name has changed, and indicate	08057821
Pacific Life Insurance Company	
Address of Executive Offices (Number and Street, City, St	ate, Zip Code) Telephone Number (Including Area Code)
700 Newport Center Drive, Newport Beach, CA 92660	(949) 219-7286
Address of Principal Business Operations (Number and Street, City, S (if different from Executive Offices)	tate, Zip Code) Telephone Number (Including Area Code)
Brief Description of Business	
Individual and survivorship variable life insurance policies issued by Pacific Li life insurance, annuity and institutional products and various other insurance	products and services.
Type of Business Organization  corporation  limited partnership, already formed  business trust  limited partnership, to be formed	other (please specify): PROCESSED  AUG 1 4 2008
Month Year  Actual or Estimated Date of Incorporation or Organization: 01 1468 2  Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbre CN for Canada; FN for other foreign jur	
GENERAL INSTRUCTIONS	
Federal: Who Must File: All issuers making an offering of securities in reliance on an exemption und 77d(6).	er Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C
When To File: A notice must be filed no later than 15 days after the first sale of securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the which it is due, on the date it was mailed by United States registered or certified mail to be securified.	address given below or, if received at that address after the date o
Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Wash	ington, D.C. 20549.
Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which photocopies of the manually signed copy or bear typed or printed signatures.	must be manually signed. Any copies not manually signed must b
Information Required: A new filing must contain all information requested. Amendment thereto, the information requested in Part C, and any material changes from the information not be filed with the SEC.	
Filing Fee: There is no federal filing fee.	
State: This notice shall be used to indicate reliance on the Uniform Limited Offering Exempti ULOE and that have adopted this form. Issuers relying on ULOE must file a separate are to be, or have been made. If a state requires the payment of a fee as a precondition accompany this form. This notice shall be filed in the appropriate states in accordance this notice and must be completed.	notice with the Securities Administrator in each state where sale to the claim for the exemption, a fee in the proper amount sha

- ATTENTION -Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the

filing of a federal notice.

A. BASIC IDENTIFICATION DATA
2. Enter the information requested for the following:
• Each promoter of the issuer, if the issuer has been organized within the past five years;
• Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issue
• Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
Each general and managing partner of partnership issuers.
Check Box(es) that Apply: Promoter Beneficial Owner L Executive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual) Morris, James T.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner Z Executive Officer Z Director General and/or Managing Partner
Full Name (Last name first, if individual) Tran, Khanh T.
Business or Residence Address (Number and Street, City, State, Zip Code)
c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner Z Executive Officer Z Director General and/or Managing Partner
Full Name (Last name first, if individual) Cheever, Sharon A.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner  Executive Officer  Director General and/or Managing Partner
Full Name (Last name first, if individual)
Milfs, Audrey L.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner  Executive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual) Byrd, Edward R.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner Z Executive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual) Klemens, Brian D.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
Check Box(es) that Apply: Promoter Beneficial Owner  Executive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual)  Bell, Michael A.
Business or Residence Address (Number and Street, City, State, Zip Code) c/o Pacific Life Insurance Company, 700 Newport Center Drive, Newport Beach, CA 92660
(Use blank sheet, or copy and use additional copies of this sheet, as necessary)

2 Fata the information of	anness of for the fol	·	ENTIFICATION DATA		
2. Enter the information re	-	_	within the past five years;		
•		_	•	of 10% or more of	a class of equity securities of the issuer.
	•	•	f corporate general and mai		, ,
		of partnership issuers.	corporate general and man	maging partiters of	partitership issuers, and
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	☐ Director	General and/or Managing Partner
Full Name (Last name first, i Kalscheur, Denis P.	f individual)				
Business or Residence Addre c/o Pacific Life Insurance	•		·	92660	
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Business or Residence Addre	ss (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Business or Residence Addre	ss (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Business or Residence Addre	ss (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Business or Residence Addre	ss (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)		<del></del>		
Business or Residence Addre	ss (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				

Business or Residence Address (Number and Street, City, State, Zip Code)

					В. П	NFORMATI	ION ABOU	T OFFERI	NG				
1.	1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?  Answer also in Appendix, Column 2, if filing under ULOE.									Yes	No <b>X</b>		
2.										s 50.0	00		
۷.	What is the minimum investment that will be accepted from any mulvidual?									Yes	No.		
3.	. Does the offering permit joint ownership of a single unit?								K				
4.	commis If a pers or states	sion or sim on to be lis s, list the na	ion request ilar remune ted is an ass ame of the ba you may so	ration for s sociated pe roker or de	solicitation rson or age caler, If mo	of purchase int of a brok ore than five	ers in conne ter or deale (5) persor	ection with r registered is to be list	sales of sec I with the S ed are asso	urities in th EC and/or	he offering. with a state		
	II Name ( ee Attach		first, if indi	vidual)									
Bu	siness or	Residence	Address (N	umber and	i Street, Ci	ty, State, Z	Cip Code)						
Na	me of As	sociated Br	oker or Dea	aler							_		
Sta	ites in Wh	nich Person	Listed Has	Solicited	or Intends	to Solicit l	Purchasers						
	(Check	"All States	s" or check	individual	States)	************			*******************	••••••		☐ All	States
	A/L V/C N/T N/T	AK DM NE SC	\delta \times \t		C/A K/Y V) VX	CO LAA NAM VT	ME NY VT	ND NC VA	DYC NYA NYD WYA	MI QH WV	CA MAN OX WI	LAT LAYS COLR LAWY	MO PA PR
Fu	Full Name (Last name first, if individual)												
Bu	siness or	Residence	Address (N	Number an	d Street, C	ity, State, 2	Zip Code)						
Na	ime of As	sociated Bi	oker or Dea	aler									
Sta	ates in WI	nich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	s" or check	individual	States)	***************************************		***************************************				☐ AI	l States
	AL IL MT	AK IN NE SC	IA NV SD	KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	MS OR WY	MO PA PR
Fu	II Name (	Last name	first, if indi	ividual)									
Bu	isiness or	Residence	: Address (N	Number an	d Street, C	City, State,	Zip Code)						
Na	ime of As	sociated B	roker or De	aler									
Sta	ates in W	nich Persor	Listed Has	s Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All State:	s" or check	individual	States)		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	***************************************	••••••	•••••		☐ AI	l States
	AL IL MT RI	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	ID MO PA PR

## C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check		
	this box $\square$ and indicate in the columns below the amounts of the securities offered for exchange and		
	already exchanged.		
	Type of Security	Aggregate Offering Price	Amount Already Sold
	Debt	s	\$
	Equity	\$	\$
	Common Preferred		
	Convertible Securities (including warrants)	\$	\$
	Partnership Interests		\$
	Other (Specify interests in variable life insurance policies (see Attachment I)		s 20,022,452.40
	Total		
	Answer also in Appendix, Column 3, if filing under ULOE.	<u> </u>	<u> </u>
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this		
۷.	offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."		
		N 1	Aggregate
		Number Investors	Dollar Amount of Purchases
	Accredited Investors		s 20,022,452.40
	Non-accredited Investors		\$
	Total (for filings under Rule 504 only)		• <u> </u>
	· · · · · · · · · · · · · · · · · · ·		<b>a</b>
	Answer also in Appendix, Column 4, if filing under ULOE.		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.		
		Type of	Dollar Amount
	Type of Offering	Security	Sold
	Rule 505		\$
	Regulation A	<del> </del>	\$
	Rule 504		\$
	Total		\$_0.00
4	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		<b>s</b>
	Printing and Engraving Costs		<b>s</b>
	Legal Fees		\$
	Accounting Fees		\$
	Engineering Fees		\$
	Sales Commissions (specify finders' fees separately)	_	\$
	Other Expenses (identify)	_	\$
	Total		\$ 0.00

	C. OFFERING PRICE, NUMBER OF INVESTORS, EXPE	NSES AND USE OF PROCEEDS	
	b. Enter the difference between the aggregate offering price given in response to and total expenses furnished in response to Part C — Question 4.a. This difference proceeds to the issuer."	is the "adjusted gross	\$1,000,000,000.00
5.	Indicate below the amount of the adjusted gross proceed to the issuer used or proceed of the purposes shown. If the amount for any purpose is not known, furnished the box to the left of the estimate. The total of the payments listed must equipose to the issuer set forth in response to Part C — Question 4.b above.	nish an estimate and	
		Payments to Officers, Directors, & Affiliates	
	Salaries and fees	<b>\\</b> \$	\_\\$
	Purchase of real estate	<del>-</del>	
	Purchase, rental or leasing and installation of machinery and equipment	_	<del>_</del>
	Construction or leasing of plant buildings and facilities	\$	\\$
	Acquisition of other businesses (including the value of securities involved in offering that may be used in exchange for the assets or securities of another issuer pursuant to a merger)		<b>□</b> \$
	Repayment of indebtedness	<del></del>	<del></del>
	Working capital	<b></b>	_
	Other (specify): variable life insurance separate account (see Attachment I	I) s	_ [\$
			[s
	Column Totals	<u>\$_0.00</u>	
	Total Payments Listed (column totals added)	0.00	
	D. FEDERAL SIGNATU	JRE .	
sig	e issuer has duly caused this notice to be signed by the undersigned duly authorized nature constitutes an undertaking by the issuer to furnish to the U.S. Securities ar information furnished by the issuer to any non-accredited investor pursuant to	nd Exchange Commission, upon wri	
Iss	uer (Print or Type) Signature	Date / / C	
Pa	acific Life Insurance Company	8/7/0 Y	<b>,</b> 
	me of Signer (Print or Type)  Title of Signer (Print or Type)  arlene Grant  Assistant Vice President	ype)	

- ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

		E. STATE SIGNATURE	
1.	* * *	.262 presently subject to any of the disqualification	Yes No
		See Appendix, Column 5, for state response.	
2.	The undersigned issuer hereby underta D (17 CFR 239.500) at such times as	akes to furnish to any state administrator of any state in whi required by state law.	ch this notice is filed a notice on Form
3.	The undersigned issuer hereby undert issuer to offerees.	takes to furnish to the state administrators, upon written t	request, information furnished by the
4.	limited Offering Exemption (ULOE)	at the issuer is familiar with the conditions that must be sof the state in which this notice is filed and understands the stablishing that these conditions have been satisfied.	
	uer has read this notification and knows that the read person.	he contents to be true and has duly caused this notice to be s	igned on its behalf by the undersigned
Issuer (	(Print or Type)	Signature I	Date / /
Pacific	Life Insurance Company		8/01/08
Name (	Print or Type)	Title (Print or Type)	
Charle	ne Grant	Assistant Vice President	

#### Instruction:

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

#### **APPENDIX** 2 3 4 5 t Disqualification Type of security under State ULOE and aggregate Intend to sell (if yes, attach offering price Type of investor and explanation of to non-accredited amount purchased in State waiver granted) investors in State offered in state (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) (Part B-Item 1) Number of Number of Accredited Non-Accredited Yes No **Investors** Amount **Investors** Amount Yes No State ALX AK X AZX AR CA X CO X CT X DE X DC X FL X X GA HI X ID X ΙL × IN X X IA KS X ΚY X LA X ME X MD X MA X ΜI X MN × MS X

#### APPENDIX 1 2 3 4 Disqualification Type of security under State ULOE Intend to sell and aggregate (if yes, attach to non-accredited offering price Type of investor and explanation of offered in state amount purchased in State investors in State waiver granted) (Part C-Item 2) (Part E-Item 1) (Part B-Item 1) (Part C-Item 1) Number of Number of Accredited Non-Accredited Investors **Investors** State Yes No Amount Yes No Amount MO X MT × NE X NV X NH X NJ X X NM NY NC X ND × OH X OK × X OR PA X X RΙ SCX SD X TN X TX X UT × VT X VAX WA X WVX WI X

		· • · · · ·		APP	ENDIX											
1		2	3 4			3 4			3	3						
	to non-a investor	Type of security and aggregate non-accredited vestors in State Part B-Item 1)  Type of security and aggregate Offering price Type of investor and amount purchased in State (Part C-Item 1)  Type of security and aggregate (Part C-Item 2)				Disqualification under State ULC (if yes, attach explanation of waiver granted (Part E-Item 1)										
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No							
WY		×					-									
PR																

## **ATTACHMENT I**

Pacific Select Distributors Inc. ("PSD"), a subsidiary of Pacific Life Insurance Company ("Pacific Life"), is the distributor, pursuant to a Distribution Agreement with Pacific Life. PSD is registered as a broker-dealer with the Securities and Exchange Commission ("SEC") and is a member of the FINRA. Pacific Life and PSD have sales agreements with various broker-dealers under which Pacific Life's products will be sold by agents required to be registered with the SEC and associated persons of members of FINRA.

Pacific Select Distributor Inc.'s address is:

700 Newport Center Drive Newport Beach, CA 92660

# Attachment II

- \* Securities may continue to be offered.
- \*\* Proceeds deposited in an insurance company separate account to fund variable life insurance policies.
- \*\*\* A sales load is charged on premium payments. Sales loads vary and are calculated on premium targets based on a policy's 7-pay premium as determined under Internal Revenue Code 7702A. The sales load for any policy will never exceed 26.5% of the policy's 7-pay premium, or 80% of any premium payment.

A charge equal to a maximum of 4.00% is assessed against each premium to pay applicable state and local premium taxes.

A charge equal to 1.25% is assessed against each premium to pay applicable federal taxes.

A monthly policy fee no greater than \$10.00 is deducted from a policy's accumulated value.

A monthly charge no greater than 0.25% (3.00% annually) of account value is deducted for mortality and expense risks assumed by Pacific Life & Annuity Company.

A monthly charge per \$1,000 of initial face amount no greater than \$10.00 per \$1,000 is deducted from a policy's accumulated value.

There is a monthly cost of insurance charge that compensates the issuer for providing life insurance coverage for the insured. This charge varies according to underwriting classification which is determined by, among other things, age, health status and sex.

The total charges for any policy will never exceed the maximums defined under the Standard Nonforfeiture Law maximum expense allowances.

END